

Rick van der Maas

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EDUCATION

NUS BUSINESS SCHOOL, NATIONAL UNIVERSITY OF SINGAPORE

Singapore

Master of Science in Business and Management & CEMS Master in International Management

- CEMS Global Alliance Host Schools: Bocconi University (Milan, Italy) & ESADE Business School (Barcelona, Spain).
- *Specialisation*: Risk Management, Global Strategy, Corporate Finance & Business Analytics, CAP: 4.8 / 5.0 (Distinction).

SCHOOL OF PUBLIC POLICY & MANAGEMENT, TSINGHUA UNIVERSITY

Beijing, China

Master of Science in Public Administration & Policy

- Schwarzman Scholars Fellowship – Faculty Selected: Cross-Cultural Leadership, Global Affairs & China Studies.
- *Specialisation*: Industrial Policy, International Trade & Geoeconomics, Research Focus: Industrial Resilience & Global Supply Chains.
- *Academic Distinction*: Valedictorian; Ranked: 1 / 354 (Top 0.3%; cohort: 2024-2026); CAP: 4.0 / 4.0.

SCHOOL OF SOCIAL SCIENCES, UNIVERSITY OF GENEVA

Geneva, Switzerland

Master of Science in Innovation, Human Development & Sustainability (Governance & International Relations)

- UN SDGs Innovation Program – Interdisciplinary Graduate Training in Partnership with UN Agencies, IGOs & NGOs.
- *Specialisation*: Corporate Sustainability, Sustainable Finance & Standardisation; CAP: 5.7 / 6.0 (Mention Très Bien).

DEPARTMENT OF ENVIRONMENTAL SCIENCES, WAGENINGEN UNIVERSITY & RESEARCH

Wageningen, The Netherlands

Bachelor of Science in Tourism (Environment, Economics, Geography & Society)

- Joint multidisciplinary program with Breda University of Applied Sciences (Centre for Sustainability, Tourism, and Transport).
- *Academic Focus*: Quantitative Economics, Financial Modelling & Decision Science, CAP: 8.2 / 10 "Cum Laude" (with distinction).
- *Minors*: 1. Supply Chain Management; 2. Innovation & Entrepreneurship; 3. Agricultural & Food Science.
- *Exchange*: Hebrew University of Jerusalem – Urban & Regional Planning and Conflict Studies (2022).

PROFESSIONAL EXPERIENCE

INTERNATIONAL TELECOMMUNICATION UNION

Singapore/Geneva

Consultant – Investment Strategy & Connectivity (Division: ITU-Development | Future Networks & Spectrum Management) Jan 2026 – Sep 2026

- Developed the long-term scaling and business sustainability strategy for the Connectivity Planning Platform (CPP), defining growth pathways by enabling data-driven digital infrastructure investment decisions across 194 UN Member States.
- Refined the techno-economic foundations of CPP, enhancing 3 investment-scenario models (CAPEX, OPEX) used to optimise broadband infrastructure deployments and capital allocation decisions for underserved communities, schools, and hospitals.
- Leveraged 5+ UN flagship initiatives (including GSR, WSIS, AI for Good, and Giga) to strengthen the global positioning and institutional adoption of CPP among 73+ governments, 30+ international regulators, and 5+ multilateral development partners.

NEW GENERATION CONSULTING

Singapore

Program Manager (Division: Talents Venture, Italy)

Jan 2026 – Sep 2026

- Led a 5-member consulting team in designing an organization-wide impact measurement and reporting framework for Talents Venture, aligning service portfolios, KPIs, and theory-of-change models into a scalable strategic management system.
- Synthesized best practices from 6 global education and impact organizations to develop 4 executive recommendations on impact governance, benchmarking, longitudinal evaluation and evidence-based reporting, to strengthen the client's long-term positioning.

WALMART CHINA

Beijing, China

Consultant – Strategy, Transformation & Sustainability (Division: Sam's Club)

Jan 2025 – Dec 2025

- Architected a national zero-waste, plastics and packaging strategy for C-level leadership, structuring regulatory positioning, ecosystem partnerships, and operational pilots to enable closed-loop recycling and align China operations with Walmart's 2025 global targets (100% recyclable packaging; 17% PCR content; -15% virgin plastic) under China's 14th Five-Year Plan.
- Converted regulatory and market complexity data into 8+ implementation-ready interventions, spanning policy engagement, industry coalition-building, and in-store execution to position Sam's Club as a first mover in scalable sustainable retail innovation.

UNITED NATIONS TRADE & DEVELOPMENT (UNCTAD)

Geneva, Switzerland

Research Associate & Sustainable Finance Fellow (Division: Investment & Enterprise)

Oct 2023 – Mar 2025

- Co-authored the G20 Sustainable Finance Working Group policy paper (2025) on SME sustainability disclosure, by mapping ISSB, GRI, EU and national frameworks across 27+ major economies to shape policy options driving global ESG reporting convergence.
- Designed and analyzed a dataset covering 105+ Sovereign Wealth and Public Pension Funds (>\$25T AUM), evaluating ESG integration, asset allocation, climate strategies (net zero, divestment, transition finance) and governance to inform global capital allocation trends and World Investment Report 2024 outputs.
- Directed the re-development of the Global Sustainable Finance Observatory (80+ indicators), coordinating cross-country regulatory inputs across 45+ jurisdictions to deliver decision-support tools used by policymakers and institutional investors.

INTERNATIONAL ORGANIZATION FOR STANDARDIZATION (ISO)

Geneva, Switzerland

Project Coordinator – Circular Economy (Division: ISO Central-Secretary & City of Geneva)

Jan 2024 – Sep 2024

- Orchestrated the implementation of 4 new ISO 59000 Circular Economy standards at city level, coordinating 15+ stakeholders across government and industry to translate global standards into scalable SME operating models and municipal execution.
- Drove standard-to-market integration across 10+ international standards and 40+ SME operations, resolving barriers (e.g. cost, complexity, governance) to shape policy design and practical rollout of Geneva's 2030 Circular Economy strategy.

RESEARCH SKILLS AND LEADERSHIP ACTIVITIES

- *Quantitative Analysis*: R, Stata, SPSS Statistics, Power BI, Advanced Excel, SQL, Tableau.
- *Domain Expertise*: Lean Six Sigma Black Belt, Carbon Accounting, Financial Modelling, Prompt Engineering, Budgeting.
- *Languages*: • Dutch (C2) • English (C2) • French (B1) • German (B2) • Mandarin (HSK 4).
- Founder, "Dreaming of the World" (UPG Sustainability), a youth-focused global citizenship and ethical sourcing initiative.
- Featured in Dutch national media (*Algemeen Dagblad*) as a Nuffic/WilWeg ambassador on cross-cultural education.
- *Additional*: Authored 2 internationally published case studies used across 350+ schools in China; featured in Dutch national media for international academic achievements.